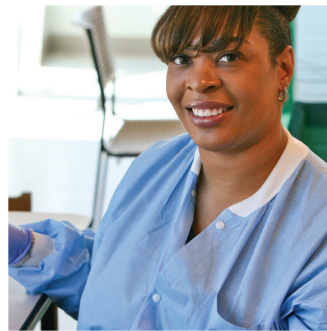


80%  
by 2018



*Employers*  
*working together to save lives*



## Reducing the Risk of Colon Cancer: An Issue for American Businesses

**It is no secret that a major concern for business leaders across organizations of all sizes is controlling health care costs.**

Reducing the risk of disease is an effective, common sense way to improve health and reduce health care costs.

America's business community has an important role to play in promoting colon cancer testing and much to gain through saving on health care costs, promoting a healthy workforce, and achieving corporate social responsibility.



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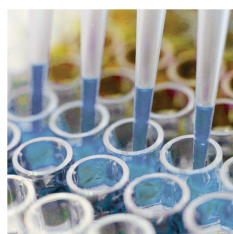


## Why colon cancer?

- Colon cancer is the second leading cause of cancer death in the United States when men and women are combined. Yet, it's one of the most preventable.
- Estimated costs for one year of treatment for a patient with metastatic (late-stage) colon cancer are as high as \$310,000,<sup>1</sup> with an estimated annual cost nationwide of \$14 billion.<sup>2</sup> These costs are often passed down to companies and their employees.
- You have the power to make a huge difference in reducing the risk of colon cancer.

## Join the national effort to get 80% of adults ages 50 and older regularly tested for colon cancer by 2018.

80% by 2018 is a National Colorectal Cancer Roundtable initiative in which more than 140 organizations have committed to eliminating colorectal cancer as a major public health problem and are working toward the shared goal of 80% of adults ages 50 and older being regularly screened for colorectal cancer by 2018.



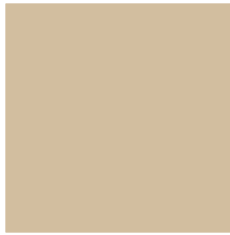
## As an employer, here are five things that you can do to be a part of 80% by 2018:

### 1. Adopt 80% by 2018 as a corporate commitment and establish a company-wide goal for colon cancer testing.

- Know the current testing rate for your employees ages 50 and older.
- Ask your insurance providers for regular reports on the testing rate among your employees in that age group – and for recommendations on how to increase these rates.
- Track your progress and celebrate success!
- Engage your media offices and local outlets to promote your efforts and progress through electronic, social, and print media.

### 2. Educate your employees on these important facts about colon cancer and testing options. We have resources to help!\*

- Colon cancer tests can find precancerous polyps, and in some cases, cancer can be prevented by finding and removing these growths.
- Colon cancer testing helps save lives. When adults get tested for colon cancer, it can often be detected early, at a stage when treatment is most effective.<sup>3</sup>
- Employees have testing options. There are several recommended options, including colonoscopies and stool tests.<sup>4</sup>
- It's covered. Let your employees know that cancer screening tests are covered by your health plan.



### 3. Create a cancer testing-friendly work culture.

- Work with your insurance provider to reduce financial barriers to screening tests.
  - Consider partnering with your insurance provider(s) to supply free stool test kits, and working with them to establish a process to ensure proper follow-up.
- Work to address other barriers to screening tests as well. Offer a comp day for employees ages 50 and older and for younger employees who are at high risk of colon cancer to get tested.
  - When a person has a colonoscopy, they need to take a day off from work, which may be a very real barrier to testing for some of your employees.
  - By offering a comp day, you are sending an important message to your employees about the value you place on colon cancer testing and on their personal health.
  - Also consider offering a comp day for employees who need to drive their spouse to and from testing.

### 4. Engage your insurance provider to ensure colon cancer testing is a top priority.

- Insurers have the power to impact testing rates by tracking rates, educating physicians and patients, and setting goals and policies. Ask them for best practices with like industries.
- As a corporate policy and practice, make sure that all health plans that you contract with ensure zero out-of-pocket costs for colonoscopies even when polyps are discovered during the procedure or a colonoscopy is needed as follow-up to an abnormal screening test. These terms can be negotiated during the contracting process.
- Support efforts for all of your employees to have health insurance.
- Select health plans that promote regular testing and use patient and provider reminders.

### 5. Be a leader!

- Talk to your peers about the importance of colon cancer testing. Peer-to-peer leadership can be extremely effective. Talk to other business leaders and convince them to support the 80% by 2018 initiative.
- Stress the importance that employees encourage their family and friends ages 50 and older to get tested. Make sure you do, too.

You have the power to help your employees and their families reduce their risk of colon cancer!

Visit [cancer.org/colon](http://cancer.org/colon) or [ncrt.org/tools](http://ncrt.org/tools) to learn more about how to act on the preceding recommendations and be part of 80% by 2018.





## Sources

<sup>1</sup> [action.acscan.org/site/DocServer/Increasing\\_Colorectal\\_Cancer\\_Screening\\_-\\_Saving\\_Lives\\_an.pdf?docID=18927](http://action.acscan.org/site/DocServer/Increasing_Colorectal_Cancer_Screening_-_Saving_Lives_an.pdf?docID=18927).

<sup>2</sup> Mariotto AB, Yabroff KR, Shao Y, Feuer EJ, Brown ML. Projections of the cost of cancer care in the United States: 2010-2020. *Journal of the National Cancer Institute*. Jan 19 2011;103(2):117-128.  
Bradley CJ, Lansdorp-Vogelaar I, Yabroff KR, et al. Productivity savings from colorectal cancer prevention and control strategies. *American journal of preventive medicine*. Aug 2011;41(2):e5-e14.

\* [cancer.org/colon](http://cancer.org/colon).

\* [nccrt.org/about/bluestar](http://nccrt.org/about/bluestar).

<sup>3</sup> [http://nccrt.org/wp-content/uploads/0305.60-Colorectal-Cancer-Manual\\_FULFILL.pdf](http://nccrt.org/wp-content/uploads/0305.60-Colorectal-Cancer-Manual_FULFILL.pdf) Appendix D1.

<sup>4</sup> [uspreventiveservicestaskforce.org/uspstf08/colocancer/colcancs.pdf](http://uspreventiveservicestaskforce.org/uspstf08/colocancer/colcancs.pdf) and [cancer.org/colonmd](http://cancer.org/colonmd).



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